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From: Heather Kulin

ATTN: Commissioner for Patents re 09/675,958 (3400-0003)

Message:

Please record the attached **Power of Attorney** at your earliest convenience.

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MAR 12 2012

**PATENT APPLICATION
Docket No. 3400-0003**

TRANSMITTAL LETTER – POWER OF ATTORNEY

Application No.: 09/675,958 Patent No.: 6,954,728
Filing Date: 09-29-2000 Issue Date: 10-11-2005
Title: SYSTEM AND METHOD FOR CONSUMER-SELECTED
ADVERTISING AND BRANDING IN INTERACTIVE MEDIA
Date: March 12, 2012

COMMISSIONER FOR PATENTS
VIA FAX 571-273-8300

TOTAL PAGES (including this cover sheet): 5

Attached are:

- ☒ Power of Attorney to Prosecute Applications Before the PTO
- ☒ Declaration Regarding Authority to Sign on Behalf of a Legal Entity
- ☒ Statement Under 37 CFR 3.73b

Respectfully submitted,

STOLOWITZ FORD COWGER LLP

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